13th February 2013

Immediate Release

PRESS RELEASE: DEMENTIA PLEDGE – Putting the ‘I’ back into dementia care

The Dementia Pledge, a ground breaking initiative was launched today at the EDF Energy London Eye. The initiative supports care providers to provide the best possible care and support to people with dementia, their families and friends. The initiative is supported by the Department of Health and developed by care providers across the UK.

The aim of the initiative is to support the social care workforce to put the individual at the centre of dementia care and support. The Dementia Pledge has four key principles which all care providers, seeking to provide excellent care and support to people with dementia, should embrace and implement.

The Four Principles of the Dementia Pledge:
- Know the person who is living with Dementia
- Quality care, quality life
- Everybody has a leadership role
- Value focussed care

Professor Alistair Burns, National Clinical Director for Dementia said: “If dementia services are to be truly person focused, then the workforce must have a knowledge and awareness of dementia and a willingness to deliver actions that make a difference”.

Martin Green, Chief Executive of ECCA, said: “We welcome this new initiative. Dementia care and support is complex and the Dementia Pledge provides 4 clear principles that care providers can use to demonstrate their commitment to ensuring their workforce has the knowledge and skills to provide the care and support required by the individual”.

Signing the Dementia Pledge, will demonstrate:
- a commitment to providing excellent dementia care services,
- your workforce has an excellent understanding of dementia and how support people with dementia
- the contribution that your workforce makes to the provision of excellent dementia care services’

Making the Dementia Pledge could not be easier, go to www.dementiapledge.co.uk and follow the instructions. Once you have completed your assessment an action plan is developed and you will be able to use Dementia Pledge logo to demonstrate your commitment.

To increase local awareness of the Dementia Pledge there will be a local launch in Kent on the 19th February 2013 hosted by KCTA in Maidstone and in Norfolk on the 22nd February 2013 hosted by Norfolk and Suffolk Dementia Alliance at Manor Court Care’s Dementia Day Centre in Griston.

Together we will make a lasting difference to the quality of care and support for people with dementia.

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Notes to editors:

1. The Dementia Pledge was commissioned by the Department of Health National Dementia Workforce Advisory Group. Professor Alistair Burns is the National Clinical Director for Dementia and Chair – Department of Health Dementia Workforce Advisory Group.

2. The care providers who have developed the Dementia Pledge are: The Abbeyfield Society, Anchor Trust, Barchester Healthcare, HC-One, Marshes Care, MHA and Nightingale Hammerson. ECCA and Royal Association for Deaf People have supported providers to develop the Dementia Pledge.


4. For any queries, contact Leonie Purvis on (020) 7492 4844 or email leonie.purvis@ecca.org.uk

5. Visit www.dementiapledge.co.uk